

# **NASA HBCU/MSI Technology Infusion Road Tour**

**May 4, 2017**  
**Tennessee State University**

**Presenter: Edsel M. Brown Jr.**  
**Assistant Director, Office of Innovation  
& Technology**



# Agenda

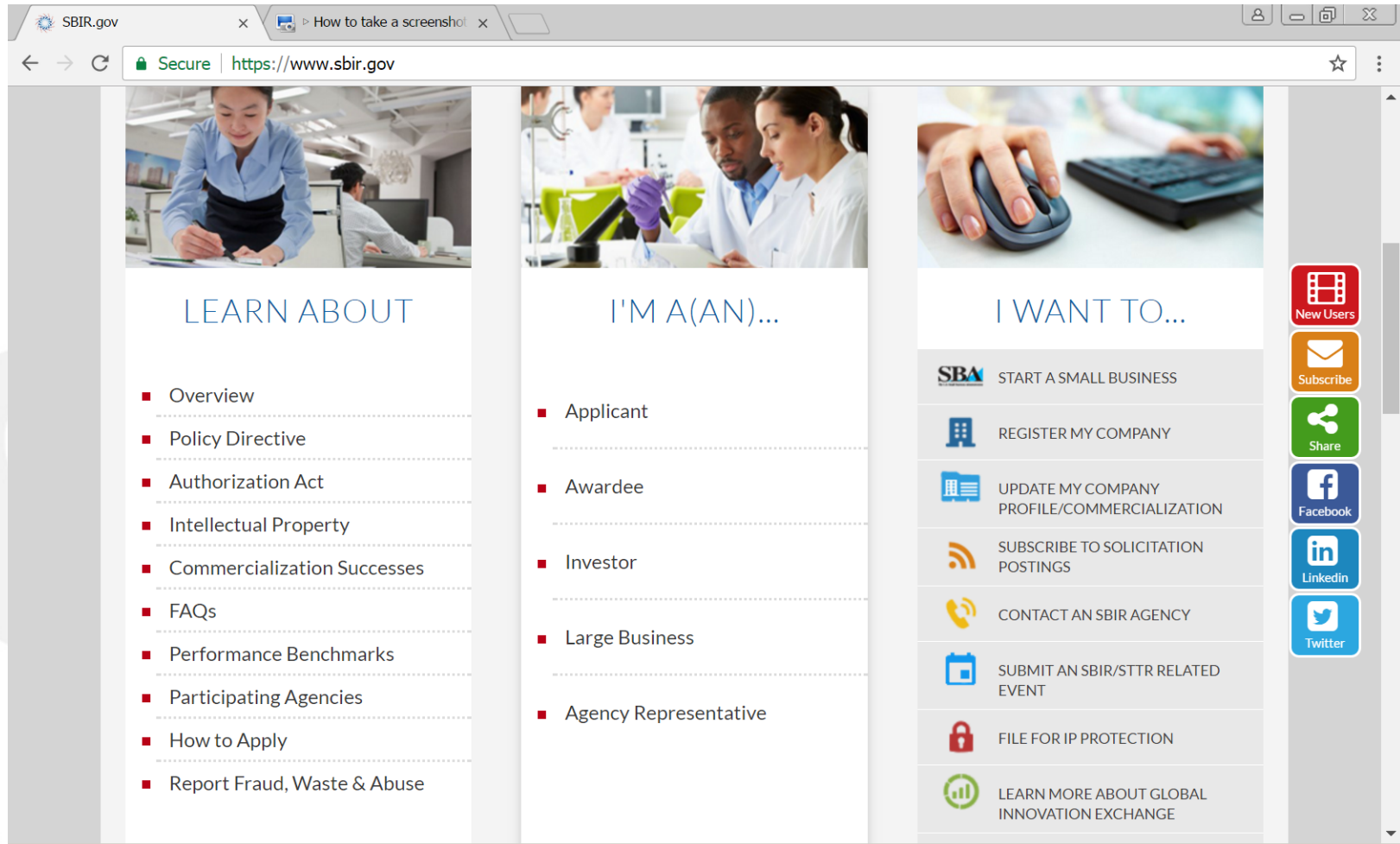
## How Can HBCUs/MSIs and Research Institutions Take Advantage of SBIR/STTR Opportunities Across the Federal Government

- **Overview of Presentation/About SBIR-STTR**
- [www.sbir.gov](http://www.sbir.gov)
- **Important Take Aways Moving Forward**









# Overview of Presentation/About SBIR-STTR

- **Make up of our audience**
- **Objective is to provide you with take aways to utilize in the aftermath of this conference**
- **About SBIR-STTR**
  - Great growth since 1982
  - World is benchmarking our programs
  - Seeking to expand participation by the Underserved







The screenshot shows the SBIR.gov website in a web browser. The browser's address bar displays "Secure | https://www.sbir.gov". The website header features the SBIR·STTR logo with the tagline "America's Seed Fund™" and "POWERED BY SBA". To the right of the logo are links for "Login/Register", "Contact Us", and a "Search" button. A navigation menu below the header includes links for "HOME LINKS", "ABOUT", "FUNDING", "AWARDS", "NEWS", "TUTORIALS", and "RESOURCES". The main content area has a large blue arrow pointing right with the text "FIND FUNDING". Below this are two grey buttons labeled "SUCCESS STORIES" and "GET THE 411". A search bar with the placeholder text "Search Open Funding Topics" and a "Search" button is positioned to the right of the "FIND FUNDING" arrow. The background of the main content area is a large image of a hand pointing at a screen. On the right side of the page, there is a vertical sidebar with social media and utility icons: "New Users", "Subscribe", "Share", "Facebook", "LinkedIn", and "Twitter". At the bottom of the page, there are three small images: a woman in a lab coat, a group of people in a lab setting, and a hand using a computer mouse.



The screenshot shows the SBIR.gov website with a browser window. The address bar displays "Secure | https://www.sbir.gov". The page is divided into three main columns:

- LEARN ABOUT** (with a background image of a woman in a lab coat):
  - Overview
  - Policy Directive
  - Authorization Act
  - Intellectual Property
  - Commercialization Successes
  - FAQs
  - Performance Benchmarks
  - Participating Agencies
  - How to Apply
  - Report Fraud, Waste & Abuse
- I'M A(AN)...** (with a background image of scientists in a lab):
  - Applicant
  - Awardee
  - Investor
  - Large Business
  - Agency Representative
- I WANT TO...** (with a background image of a hand on a mouse):
  -  **START A SMALL BUSINESS**
  -  **REGISTER MY COMPANY**
  -  **UPDATE MY COMPANY PROFILE/COMMERCIALIZATION**
  -  **SUBSCRIBE TO SOLICITATION POSTINGS**
  -  **CONTACT AN SBIR AGENCY**
  -  **SUBMIT AN SBIR/STTR RELATED EVENT**
  -  **FILE FOR IP PROTECTION**
  -  **LEARN MORE ABOUT GLOBAL INNOVATION EXCHANGE**

On the right side of the page, there is a vertical sidebar with social media and utility links:

-  **New Users**
-  **Subscribe**
-  **Share**
-  **Facebook**
-  **LinkedIn**
-  **Twitter**

The screenshot shows the SBIR.gov website. The browser address bar displays "https://www.sbir.gov". The website header includes the SBIR·STTR logo with the tagline "America's Seed Fund™" and "POWERED BY SBA". Navigation links include "Login/Register", "Contact Us", and "Search". A main navigation bar contains "HOME LINKS", "ABOUT", "FUNDING", "AWARDS", "NEWS", "TUTORIALS", and "RESOURCES". A dropdown menu is open under "HOME LINKS", showing three columns: "LEARN ABOUT" (with links to Overview, IP, Benchmarks, Agencies, Apply, and Fraud), "I'M A(AN)..." (with links for Applicant, Awardee, Investor, Large Business, and Agency Representative), and "I WANT TO..." (with links for Start A Small Business, Register My Company, Update My company Profile/Commercialization, Subscribe To Solicitation Postings, Contact An SBIR Agency, Submit An SBIR/STTR Related Event, File For IP Protection, Learn More About Global Innovation Exchange, and View Self Help Online Tutorials). On the right side, there are social media icons for New Users, Subscribe, Share, Facebook, LinkedIn, and Twitter. The footer shows three images: a woman in a lab coat, two scientists in a lab, and a hand using a computer mouse.

SBIR.gov

Secure | <https://www.sbir.gov>

**SBIR·STTR**  
America's Seed Fund™  
POWERED BY SBA

Login/Register Contact Us Search

HOME LINKS ▾ ABOUT ▾ FUNDING ▾ AWARDS ▾ NEWS ▾ TUTORIALS ▾ RESOURCES ▾

**LEARN ABOUT**

- SBIR/STTR Overview
- Intellectual Property
- Performance Benchmarks
- Participating Agencies
- How To Apply
- Report Fraud, Waste & Abuse

**STATE SERVICES LOCATOR**

**I'M A(AN)...**

- Applicant
- Awardee
- Investor
- Large Business
- Agency Representative

**I WANT TO...**

- Start A Small Business
- Register My Company
- Update My company Profile/Commercialization
- Subscribe To Solicitation Postings
- Contact An SBIR Agency
- Submit An SBIR/STTR Related Event
- File For IP Protection
- Learn More About Global Innovation Exchange
- View Self Help Online Tutorials

<https://www.sbir.gov>

The screenshot shows a web browser window with the address bar displaying <https://www.sbir.gov/agency-contacts>. The page features the SBIR-STTR logo (America's Seed Fund™, POWERED BY SBA) and navigation links: HOME LINKS, ABOUT, FUNDING, AWARDS, NEWS, TUTORIALS, and RESOURCES. A sidebar on the right contains social media icons for New Users, Subscribe, Share, Facebook, LinkedIn, and Twitter. The main content area is titled "Contact An SBIR Agency" and lists four contact points for Small Business Administration:

Contact Name	Phone	Hours	Email
SBIR Website Helpdesk	(571) 306-5201	Monday through Friday From 9 am to 5 pm EST	<a href="#">Send Mail</a>
G. Nagesh Rao	(202) 205-6565		<a href="mailto:Nagesh.rao@sba.gov">Nagesh.rao@sba.gov</a>
Edsel M. Brown, Jr., Esq.	(202) 205-7343		<a href="mailto:Edsel.Brown@sba.gov">Edsel.Brown@sba.gov</a>
Louis Cupp	(202) 619-0511		<a href="mailto:louis.cupp@sba.gov">louis.cupp@sba.gov</a>

The screenshot shows the SBIR.gov website in a web browser. The browser's address bar displays 'https://www.sbir.gov'. The website header includes the SBIR-STTR logo with the tagline 'America's Seed Fund™' and 'POWERED BY SBA'. Navigation links include 'HOME LINKS', 'ABOUT', 'FUNDING', 'AWARDS', 'NEWS', 'TUTORIALS', and 'RESOURCES'. The 'ABOUT' menu is expanded, showing three columns of links: SBIR, STTR, and Tibbetts Awards and Hall of Fame. The left sidebar contains buttons for 'FIND FUNDING', 'SUCCESS STORIES', and 'GET THE 41'. The right sidebar features social media icons for YouTube, Email, Facebook, LinkedIn, and Twitter.

**SBIR**

- The SBIR Program
- SBIR Mission and Program Goals
- SBIR Participation Agencies
- Three-Phase Program
- Competitive Opportunity for Small Business
- SBIR Policy Directive
- SBIR/STTR Inter-agency Policy Committee: Fueling Small Business Innovation Reports
- Annual Report Transmittal Letters

**STTR**

- The STTR Program
- STTR Mission and Program Goals
- STTR Participating Agencies
- Three-Phase Program
- Competitive Opportunity for Small Business
- STTR Policy Directive

**Leadership**

- John Williams

**Tibbetts Awards and Hall of Fame**

- Recognizing Excellence
- SBIR Hall of Fame
- Tibbetts Awards
- Roland Tibbetts & SBIR
- Tibbetts Award Eligibility
- Selection Process
- Tibbetts and SBIR Hall of Fame Awardees Listing
- Award Ceremonies Picture Gallery

**FAST Partnership Program**

- Purpose
- Guidelines
- FAST Partnership Awards
- Program Announcements





The screenshot displays the SBIR.gov website's 'Open Topic Search' page. The browser's address bar shows the URL <https://www.sbir.gov/sbirsearch/topic/current>. The page features the SBIR-STTR logo with the tagline 'America's Seed Fund™' and 'POWERED BY SBA'. Navigation links include HOME LINKS, ABOUT, FUNDING, AWARDS, NEWS, TUTORIALS, and RESOURCES. A sidebar on the left contains 'FUNDING TOPICS' (OPEN, FUTURE, CLOSED) and a 'FILTER BY:' section for 'Agency' with checkboxes for Department of Agriculture (0), National Institute of Food and Agriculture (0), Department of Commerce (0), and National Institute of Health (0). The main content area is titled 'Open Topic Search' and includes a search bar with 'Search Keywords', 'Search', and 'Reset' buttons. A yellow note box states: 'NOTE: The Solicitations and topics listed on this site are copies from the various SBIR agency solicitations and are not necessarily the latest and most up-to-date. For this reason, you should visit the respective agency SBIR sites to read the official version of the solicitations and download the appropriate forms and rules. If no search results for your keyword(s) were found, you are encouraged to review Agency omnibus solicitations for additional funding opportunities. Omnibus solicitations are structured to be broad, extensive Programmatic issuances with research areas related to the petitioning Agency and are not limited to predetermined Topics/Subtopics. If upon reviewing you have additional questions, you may consider reaching out to the respective Agency for clarification regarding acceptable proposals (<https://www.sbir.gov/agency-contacts>).' Below the note, it says 'Displaying 1 - 10 of 82 results' with 'Download' and 'Close Date (ascending)' buttons. A right sidebar contains social media links for New Users, Subscribe, Share, Facebook, LinkedIn, and Twitter.

Secure | <https://www.sbir.gov/solicitation-listing/open>

**SBIR • STTR**  
America's Seed Fund™  
POWERED BY SBA

Login/Register Contact Us Search

HOME LINKS ▾ ABOUT ▾ **FUNDING ▾** AWARDS ▾ NEWS ▾ TUTORIALS ▾ RESOURCES ▾

Home / Funding

## Solicitation Listing

**NOTE:** The Solicitations are the most up-to-date. For this reason, users should always read the appropriate forms and instructions before submitting a proposal.

Open Future Closed

**Search Topics**

- Open
- Future
- Closed
- Solicitation Listing**
- Health-Related Funding
- Sensor Technology-Related Funding

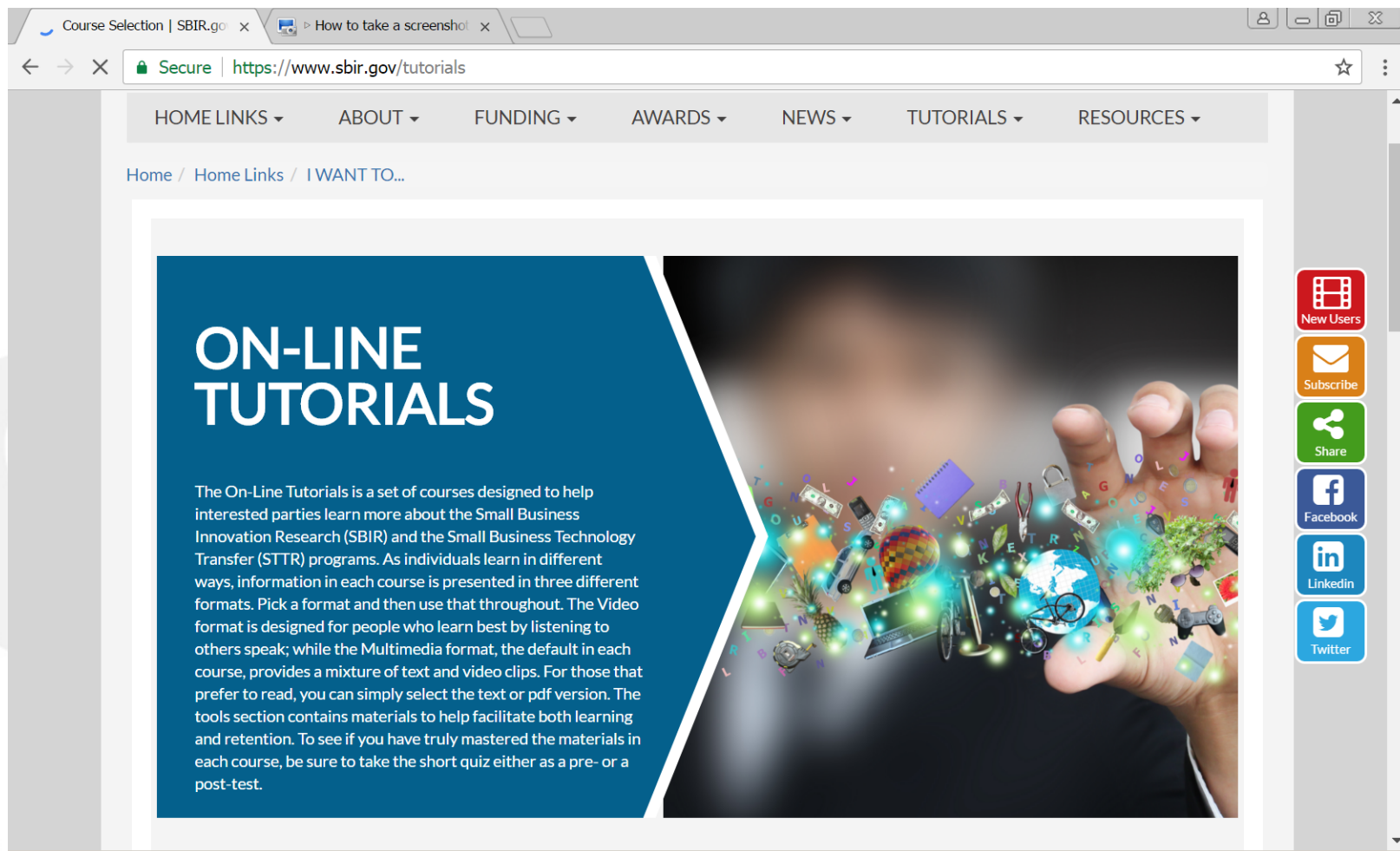
Solicitation	Agency	Program	Due Date	Close Date
Small Business Innovation Research Program Phase I (SBIR)- June 2017 Submission	NSF	SBIR	06/14/2017	06/14/2017
HHS Funding Opportunities	HHS	BOTH	n/a	MULTIPLE

**\* DOE requires a letter of intent to submit a proposal 7 weeks prior to the solicitation close date.**

<https://www.sbir.gov/solicitation-listing/open>

The screenshot shows the SBIR.gov website's Awards Information page. The browser address bar displays <https://www.sbir.gov/sbirsearch/award/all>. The page header includes the SBIR-STTR logo, "America's Seed Fund™", and "POWERED BY SBA". Navigation links include HOME LINKS, ABOUT, FUNDING, AWARDS (selected), NEWS, TUTORIALS, and RESOURCES. A dropdown menu for AWARDS is open, showing options: List (selected), Chart, Map, Company Listing, Annual Reports, Dashboard, and Reports. The main content area features a "FILTER BY:" section with checkboxes for Agency (Department of Agriculture, National Institute of Food and Agriculture, Department of Commerce, National Institute of Standards and Technology, National Oceanic and Atmospheric Administration) and Phase (Phase I, Phase II). A search bar with "Search Keywords" and "Topic Code" fields is present. A yellow warning box states: "The Awards Information charts are updated throughout the year. As a result, data for the given year is a snapshot of agency reported information for that year and hence might look different from the live data in the Awards Information charts." Below this, it says "Displaying 1 - 10 of 160445 results" with "Download" and "Awarded Year (descending)" buttons. The main title of the award is "STTR Phase I: Autonomous Landing of sUAS onto Moving Platforms" by "SBC: Planck Aerosystems Inc" on "Topic: EW". The bottom of the page shows the start of the award description: "e broader impact/commercial potential of this project is the expansion of autonomous unmanned". The right sidebar contains social media links for New Users, Subscribe, Share, Facebook, LinkedIn, and Twitter.

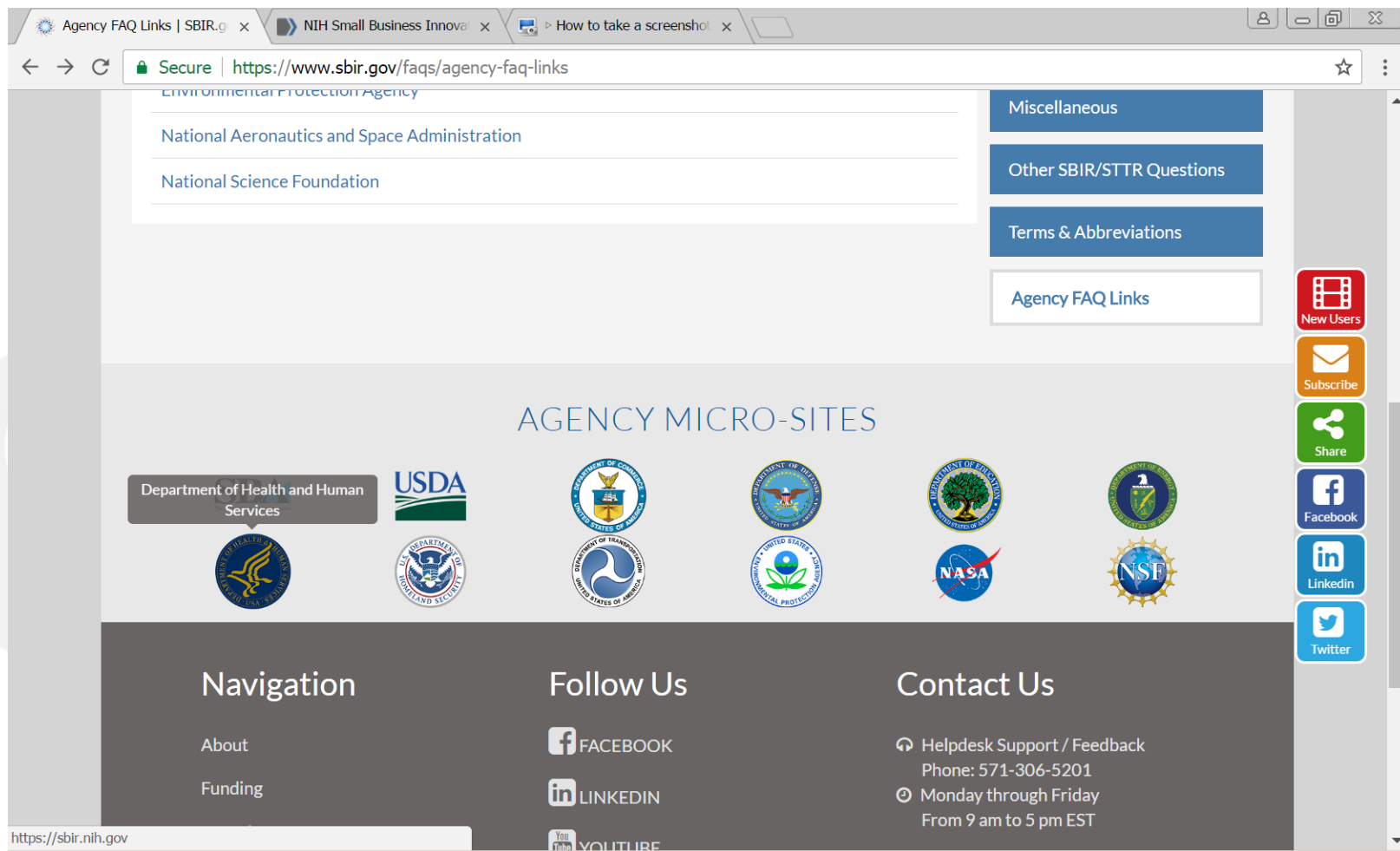
The screenshot displays the SBIR.gov website interface. The browser's address bar shows the URL <https://www.sbir.gov/events/webinars>. The website header includes the SBIR·STTR logo with the tagline "America's Seed Fund™" and "POWERED BY SBA". Navigation links include HOME LINKS, ABOUT, FUNDING, AWARDS, NEWS (selected), TUTORIALS, and RESOURCES. A secondary navigation bar contains Login/Register, Contact Us, and Search. The NEWS dropdown menu is open, showing two columns: News (SBIR Pulse, Success Stories, Testimonials, SBA Blog, SBA Newsletter, OSTP) and Events (Events, Webinars, Calendar, SBIR Road Tour, National SBIR/STTR Conference, SBIR/STTR Innovation Summit). The main content area features a sidebar with filters for Start date, End date, and Agencies, and a central section for a webinar titled "Program: Strategies for Success" on April 10, 2017, at 11:00am to 12:30pm (ET), presented by Rebecca Norman. A right sidebar contains social media links for New Users, Subscribe, Share, Facebook, LinkedIn, and Twitter. The footer shows the URL <https://www.sbir.gov/news> and the date "may".



The screenshot displays the SBIR.gov website's 'Frequently Asked Questions' page. The browser's address bar shows the URL <https://www.sbir.gov/faqs/general-questions>. The website header includes the SBIR-STTR logo, 'America's Seed Fund™', and 'POWERED BY SBA'. Navigation links include HOME LINKS, ABOUT, FUNDING, AWARDS, NEWS, TUTORIALS, and RESOURCES. The RESOURCES dropdown menu is open, showing categories like FAQs, For Entrepreneurs, Tools, API, SBIR Impact, and SBIR/STTR Conference Presentations. The main content area is titled 'General Questions' and lists several questions with question mark icons: 'What is the SBIR Program?', 'What is the STTR Program?', and 'How does the STTR program...'. A sidebar on the right contains social media links for Facebook, LinkedIn, and Twitter, along with a 'Print' button.

The screenshot shows the SBIR.gov website with the URL <https://www.sbir.gov/faqs/agency-faq-links> in the browser address bar. The page features the SBIR-STTR logo (America's Seed Fund™, POWERED BY SBA) and navigation links for Login/Register, Contact Us, and Search. A main navigation bar includes links for HOME LINKS, ABOUT, FUNDING, AWARDS, NEWS, TUTORIALS (with a Print icon), and RESOURCES. The left sidebar lists various federal departments: Department of Agriculture, Department of Commerce - National Institute of Standards and Technology, Department of Commerce - National Oceanic and Atmospheric Administration, Department of Defense, Department of Education, Department of Energy, Department of Health & Human Services, Department of Homeland Security, and Department of Transportation. The main content area is titled 'Agency FAQ Links' and includes a 'FAQs' section with links to General Questions, Eligibility Requirements, Size Rule, Company Registry, Performance Benchmarks, Data Rights, VC Participation, Miscellaneous, Other SBIR/STTR Questions, Terms & Abbreviations, and Agency FAQ Links (which is highlighted). To the right of the FAQs is a 'For Entrepreneurs' section with links to Manufacturing, International, Technology, Federal Labs, More Awesomeness, Data Resources, Accelerators and Incubators, Tools, API, SBIR Impact, and SBIR/STTR Conference Presentations. A vertical sidebar on the right contains social media and utility icons: New Users, Subscribe, Share, Facebook, LinkedIn, Twitter, and a series of blue rectangular buttons.





The screenshot shows the NIH SBIR/STTR website. The browser address bar displays <https://sbir.nih.gov>. The page header includes the U.S. Department of Health & Human Services and National Institutes of Health logos, along with a navigation bar with links: OER HOME, ABOUT GRANTS, FUNDING, FORMS & DEADLINES, GRANTS POLICY, ERA, NEWS & EVENTS, and ABOUT OER. The main content area features the NIH logo and the text "Small Business Innovation Research (SBIR) Small Business Technology Transfer (STTR)". A sidebar menu on the left lists: SBIR/STTR HOME, ABOUT, FUNDING, APPLY, REVIEW (with an "Apply" button), POLICY, TECHNICAL ASSISTANCE, RESOURCES, STATISTICS AND SUCCESS, and ENGAGE AND CONNECT. A "New to SBIR/STTR" button is at the bottom of the sidebar. A dark blue overlay menu is open, showing "Grants" and "Contracts" sections. The "Grants" section lists: Electronic Submission Process, SBIR/STTR Application Types, Applying Electronically, Receipt Dates and Review Schedule, and FAQs. The "Contracts" section lists: FAQs. The background image shows a person in a lab coat working in a laboratory.

Agency FAQ Links | SBIR.g x NIH Small Business Innovat x NIH Small Business Innovat x How to take a screenshot x

https://sbir.nih.gov

U.S. Department of Health & Human Services National Institutes of Health

OER HOME ABOUT GRANTS FUNDING FORMS & DEADLINES GRANTS POLICY ERA NEWS & EVENTS ABOUT OER

NIH Small Business Innovation Research (SBIR) Small Business Technology Transfer (STTR)

SBIR/STTR America's Seed Fund

SBIR/STTR HOME  
ABOUT  
FUNDING  
APPLY  
REVIEW [Apply](#)  
POLICY  
TECHNICAL ASSISTANCE  
RESOURCES  
STATISTICS AND SUCCESS  
ENGAGE AND CONNECT

New to SBIR/STTR

**Grants**

- Electronic Submission Process
- SBIR/STTR Application Types
- Applying Electronically
- Receipt Dates and Review Schedule
- FAQs

**Contracts**

- FAQs

Questions  
NIH SBIR/STTR

https://sbir.nih.gov/apply

# Important Take Aways Moving Forward

- **Review SBIR.gov (including SBIR/STTR Policy Directives and Training Modules)**
- **Contact SBA for general information on SBIR/STTR and Agencies for Agency Specific requirements and establish relationships.**
- **Success leaves tracks – network with other Universities and Businesses to repeat “Best Practices”**
- **Take Action - Take Action - Take Action**

# Closing Thoughts

**Thank you for the opportunity to share information regarding the SBIR/STTR Programs.**

## **Contact Information:**

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***[www.sbir.gov](http://www.sbir.gov)***